



# Exhibitor Rules & Regulations

## Contract Conditions

### Annual National Conference

Boston, MA, July 13-16, 2014



**Association:** The word "Association" means the School Nutrition Association, its officers, directors, committees, agents or employees acting for it in the management of the exhibition.

**ANC Logo:** An exhibitor wishing to use SNA's ANC logo shall submit its intended use to SNA, for prior approval, which shall be within the sole discretion of SNA.

**Show Management:** Crystal Harper-Pierre, SNA Exhibits Manager, (301) 686-3140, [charper@schoolnutrition.org](mailto:charper@schoolnutrition.org), fax: (301) 686-3115

## 1 Payment & Refunds

**A. Payment Policy:** A 50% partially refundable deposit must accompany your contract to secure your booth. Booth space will not be held without a deposit. Full payment for all booth space is required by **December 6, 2013**. If full payment is NOT received by December 6, 2013, the Association shall have the right to retain the deposit as liquidated damages and cancel the booth reservation. Contracts received AFTER **December 6, 2013**, must be accompanied by full payment.

**B. Cancellations/Reductions:** All cancellations and reductions must be made in writing to Show Management. If notice of cancellation is made prior to **December 31, 2013**, a refund less 75% of the total cost of the booth will be issued. Please note that after **December 31, 2013, NO REFUNDS WILL BE ISSUED** on booth space that is cancelled or reduced. Any space not occupied by the opening of the conference for which no special arrangements have been made may be reassigned by the Association without obligation to make any refund whatsoever.

**C. Membership and Other Fees due:** *Any payments, rents, dues, membership fees, sponsorship or advertising owed to the Association must be paid in full PRIOR to the show dates. Any exhibiting firm with outstanding booth rent will not receive their Exhibitor Service Kit until payment is made in full. Any exhibiting firm with outstanding booth rent, advertising, sponsorship or membership fees owed to the Association will not be permitted onto the trade show floor. Exhibitors will not be permitted to set-up their booth until full payment has been received.*

## 2 Permissible Products in SNA Exhibit Shows and Sponsorships

**A. Permissible Products:** Companies exhibiting at SNA's Annual National Conference and/or showing their product at a predetermined sponsored meal or event may only include products that are within the USDA regulations to be sold in Child Nutrition (CN) programs. All products must be manufactured in the U.S.A. Representation includes demonstrating or featuring the product or logo in the booth design or dispensing cups, napkins, etc. It also includes demonstrating written material, signage, any give-aways such as tote bags and T-shirts, or any other merchandise or material with the logo or product name.

**B. Non-Permissible Products:** Products that may not be sold in CN programs, and therefore may not be represented in trade shows and sponsorships, are defined as foods of minimal nutritional value as identified by 7CFR 210 Appendix B and include, but are not limited to:

- ▶ Soda
- ▶ Water ices
- ▶ Chewing gum
- ▶ Certain candies such as hard candies, jellies and gums, marshmallow candies, fondant, licorice, spun candy, candy coated popcorn.
- ▶ Products not manufactured in the U.S.A.

**C. A la Carte Items:** A la Carte items will be allowed in the exhibit hall at the sole discretion of the Association.

**D.** Visit [www.fns.usda.gov/cnd/menu/fmnv.htm](http://www.fns.usda.gov/cnd/menu/fmnv.htm) for more information.

**E.** If your company has been given an official USDA Exemption Letter for a non-permissible product, please forward documentation to Show Management, Crystal Harper-Pierre at email: [exhibits@schoolnutrition.org](mailto:exhibits@schoolnutrition.org).

### 3 Space Rental & Assignment of Location

**A. Contract Acceptance:** The Association reserves the right to exercise its sole discretion in acceptance or refusal of applications. If an application is not accepted by the Association, all money paid will be returned to the applicant.

**B. Booth Assignment:** Prior exhibitors are given the first opportunity to reserve space for the following year at the current show. Booths will be assigned to those companies and others exhibiting at the current show according to the established priority point system. All contracts received thereafter will be assigned on a first-come, first served basis. The Association reserves the right to use its sole discretion in reassigning space in cases where competitive products have adjacent exhibits.

### 4 Use Of Space

**A. Permissible Exhibits:** All activities, including booth character personnel, must occur within the Exhibitor's allotted exhibit space. No activity, demonstrations, sampling, giveaways, solicitation, etc., will be permitted in the aisles.

**B. Food & Beverage Sampling (F&B):**

1. All exhibitors must comply with the Boston Convention & Exhibition Center (BCEC). The Guidelines for these requirements can be found on the SNA website—ANC2014 Boston conference page; [www.schoolnutrition.org/ANC](http://www.schoolnutrition.org/ANC)
2. **Sample-size requirements:** *Food of four ounces (4oz) or less and Beverage samples of six ounces (6oz) or less* may be distributed by exhibitors and sponsoring organizations.
3. **Sampling Authorization Form:** This form outlines policies and procedures pertaining to F&B sampling at the BCEC. The document contains specific information regarding allowable sample sizes, eligibility of sampling, method of distribution, etc. This form is required by Levy Restaurants in order to obtain permission to sample.  
**(a.) The City of Boston Inspectional Services Division requires a temporary food service permit for any F&B served at the BCEC that is not sourced through Levy Restaurants. For more information on available Exhibitor Catering Services or further assistance, please contact: Levy Restaurants, Catering & Sales Office; phone: 617-954-2321**

**4. Temporary Food Service Permit Application:**

The Boston Inspectional Services Department, Division of Health Inspections **REQUIRES** that companies planning to sample food and beverages in their booth (including prepackaged food samples) at the BCEC **MUST** complete a **Temporary Food Service Permit Application**. Please disregard the fee as SNA has made the decision to cover that cost for exhibitors. Health inspectors will be present over the dates of the tradeshow to ensure that your company's booth is in compliance with the Massachusetts Food Safety Regulations. The health department reserves the right to shut down individual booths that are not in compliance with the regulations. outlines policies and procedures pertaining to F&B sampling at the BCEC.

**C. Exhibit Hall & Space:**

1. Exhibits shall not cause or permit any nails, staples, hooks, tacks, screws, or the like to be driven into the facility structure (including, but not limited to, any wall, ceiling, column, stone, window, drape, painted, carpeted or concrete surfaces) of the premises.
2. Exhibits shall not erect any decorations or use adhesive materials, including tape that can deface the walls, ceilings, floors, facilities, and equipment contained on the premises.
3. Paint, Shoe polish and unapproved tapes are not allowed to be used in the facility. Walls, floors, ceilings, or other areas of the facility or its furnishings or fixtures are not to be painted or have permanent coverings applied.
4. Rigging of cable/hanging devices or affixing any materials to the ceiling, electrical buss ducts and conduits, on sprinkler pipes, ventilation equipment, windows, columns or any other physical structure at the BCEC is strictly prohibited.
5. No exhibits, displays or presentations will be permitted at any time in hotel rooms, suites and/or meeting rooms without written approval from Show Management.
6. Contests, drawings, etc., **MUST** receive PRIOR approval from Show Management.
7. Giveaway items that are carried or worn as visible advertisement shall be controlled by the Association. Exhibitors may distribute bags to attendees.
8. Loud noises, bright lights or other distractions are not permitted. Sound volume of amplifiers or audiovisual presentations must be regulated so as not to disturb nearby exhibitors. Please follow the 80/30 rule explained under Sound and Noise Producing Devices below.

**9.** At no time are exhibitors allowed to bring helium balloons into the facility. Helium tanks cannot be brought into the BCEC.

**10.** SNA & BCEC reserves the right to approve all signage, staging, props, and décor. Signs, banners, or posters are not to be taped, stapled, nailed or affixed in any other manner to the walls or columns in the Convention Center. No hanging signs are permitted without prior written approval from Show Management.

**11. Vehicles** that are to be brought into the BCEC must be pre-approved by Show Management (SM), and all requirements made under that agreement must be followed. In some cases, vehicles will not be allowed in the building, and there are restricted areas that vehicles cannot enter. Special permission by your SM is required to place vehicles in public and common areas inside the facility. Keys to start the vehicle, as well as any deactivation codes for security features, must be left with the BCEC Public Safety department. Motorized vehicles are defined as any vehicle which is propelled by an internal combustion engine, such as, but not limited to; automobiles, trucks, buses, farm equipment, construction equipment, motorcycles, snow mobiles, aircraft, watercraft, and lawnmowers. Motorized vehicles shall:

- (a)** Be equipped with a locking (or taped) gas cap to prevent the escape of vapors. Fuel tanks shall not have more than three (3) gallons of fuel, or 1/8 tank, whichever is less. Exceptions:
  - (i).** Recreational vehicles (RVs) may have up to 1/4 tank of fuel
  - (ii).** Aircraft that is on standby status and is required to have a minimal fuel level as determined by the Federal Aviation Administration (FAA) such as MedFlight ®
- (b)** Have at least one (1) battery cable used to start the engine disconnected and the end of the disconnected battery cable taped. It is preferred that the positive or "hot" cable be disconnected.
- (c)** Not be moved during exhibit hours. Vehicles may not be started or operated within the exhibit hall for the first 15 minutes after the exhibit hall closes to the public for the day or final closing of the event.
- (d)** No vehicle may be operated in the exhibit hall without a lead person walking in front of the vehicle warning people of vehicle movement.

**(e)** Not be moved during exhibit hours. Vehicles may not be started or operated within the exhibit hall for the first 15 minutes after the exhibit hall closes to the public for the day or final closing of the event.

**(f)** Fueling or defueling of vehicles is prohibited.

**12. Containers of flammable liquids** are prohibited from display or use within the facility. Spray painting is not permitted within BCEC. BCEC sewer lines or drains may not be used to dispose of hazardous waste. Any materials left on the premises after move out will be disposed of at the expense of the Exhibitor. Examples of hazardous material would include but not be limited to gasoline type products, cooking grease, any type of paint or adhesive. All booths having cooking demonstrations that use liquid propane gas equipment must have a 2A-10BC fire extinguisher.

**13. Cooking Demonstrations.** Exhibitors shall provide a Class K fire extinguisher for hazards where there is a potential for fires involving combustible cooking media (vegetable or animal oils and fats). Maximum travel distance shall not exceed 30 feet (9.15 meters) from the hazard to the extinguisher(s). Exhibitors may use butane for cooking purposes with prior approval of the MCCA Public Safety Department. Quantity inside the BCEC is limited to two (2) 1-pound UL approved canisters per cooking device; one canister in use and attached to the cooking device and one spare canister. Due to safety concerns of exhibitors, exhibitors may only use butane canisters purchased directly through Levy Restaurants. You are required to have a 20 lb ABC fire extinguisher for your display when using butane.

**14.** The MCCA Public Safety Department must approve the **use of a hazer/fogger or similar equipment**. Use is limited to event-related activities. Authorized areas are the ballroom(s), and exhibit hall(s) utilized for general sessions and special events. The use of hazer/fogger equipment by an individual within the exhibit hall display area or meeting rooms is prohibited. The use of hazer/fogger equipment requires a permit from the Boston Fire Department, (617) 343-3443. A fire fighter detail is required for rehearsal time as well as the event wherever the hazer/fogger equipment is utilized. The number of fire

fighters on detail is determined by the MCCA Public Safety Department in conjunction with the Boston Fire Department. It is the responsibility of the Exhibitor to obtain the necessary permits through the fire marshal's office at the Boston Fire Department. Contact the MCCA Public Safety Department at 617-954-2222 for assistance in applying for the permit. Approved use of hazer/fogger equipment will incur a charge from the facility to turn on/off fire detection systems.

**15. Flame-Retardant Treated Materials.** The following rules apply regarding flame-retardant treatments:

- (a) All decorations, drapes, signs, banners, acoustical materials, hay, straw, moss, split bamboo, plastic cloth, and similar decorative materials shall be flame-retardant to the satisfaction of the Boston Fire Department and State Fire Marshal.
- (b) Combustible materials,  $\frac{3}{8}$  inch or more in thickness, glass or asbestos cloth may be used without flame-retardant treatment.
- (c) The use of oilcloth, tarpaper, sisal paper, nylon, Orlon®, and certain other plastic materials that are not flame-retardant, is prohibited.
- (d) Table coverings used in exhibit halls must be flame-retardant treated, unless they lie flat, and have an overhang of no more than six (6) inches.
- (e) All materials must be certified by the Boston Fire Department within six (6) months of the event. The Boston Fire Department does not accept certificates from other jurisdictions. Materials may be sent directly to the Boston Fire Department for testing.
- (f) The City of Boston Fire Code prohibits the use of:
  - i. fabric attached to a ceiling or used to cover any portion of an exhibit
  - ii. carpet on ceilings, walls, seating products, or as decorative material.

**16. No live animal, reptile, fish, bird or non-indigenous insect is allowed into the BCEC,** unless proper precautions have been made to control and restrain such animal, reptile, fish, bird or non-indigenous insect and for which prior written permission has been provided. Guide dogs may accompany a disabled or physically challenged person within the BCEC. Please let Show Management know if you plan on bringing in any animals.

**17. The use of glitter, confetti, sand, or simulated snow types of material,** as well as popcorn, is NOT permitted in the BCEC without prior approval from Show Management. If your request is approved, an additional cleaning cost may apply. Additionally, adhesive-backed decals may not be given away or utilized. Any costs incurred by the BCEC for the removal of these items will be charged to the Exhibitor.

**18. Fire Safety Limitations:** READ the regulations that may apply to all exhibits located in the exhibit halls in the BCEC (pages 3-5 of the Exhibitor Guidelines by the MCCA)

**19. No storage of any kind is allowed behind booths or near electrical service.** BCEC public areas and service hallways cannot be used for storage of supplies or equipment by guests or contractors. Service hallways and service areas are to be kept clear of all empty crates and cases. Empties are to be placed back on trucks. (Empties can be stored in the respective production/exhibits "bone yards" with regard to fire exits, egress and ingress). All empty crates and boxes should be stored in areas approved and assigned by the BCEC management and the Fire Prevention Bureau.

**20. ADA:** All Exhibitors shall be responsible for compliance with the Americans with Disabilities Act (ADA). The Exhibitor shall hold SNA or its directors, officers, employees, agents or subcontractors harmless from any consequences of exhibiting company's failure in this regard. For more information on the Americans with Disabilities Act and how to make your exhibit accessible to persons with disabilities, please contact:

**ADA, Civil Rights Division**  
800-514-0301  
[www.usdoj.gov/crt/ada/adahom1.htm](http://www.usdoj.gov/crt/ada/adahom1.htm)

Claims made in exhibit booths and products displayed are required to (a) meet all or part of the reimbursable meal pattern for school lunch or school breakfast or (b) provide nutrient composition which must be substantiated by the following conditions: The manufacturer or service provider must keep on file documents of verification that will substantiate such claims. These documents must be available for review at any time by SNA representatives or members should a question arise. At the request of the Association, before or during the Exhibition, exhibitor must promptly furnish the Association with sample products,

packages, labels, advertising and promotional literature that would be or are being distributed before the exhibitor will be eligible to participate or continue in the Exhibition. The Association, in its sole discretion, reserves the absolute right to determine which firms and products are appropriate, in its judgment, for inclusion in the Exhibition and to refuse, cancel or restrict any applicant or exhibit. This provision applies to exhibitor's conduct, articles, printed matter, samples, questionnaires or any other item that the Association deems objectionable. If the Association decides, in its sole discretion, that any of these do not meet its standards or is not suitable, the exhibitor must immediately comply with the Association's decisions or withdraw. If the exhibitor chooses to withdraw, the booth must remain intact until the end of the show day.

**D. Aisles & Archways:**

1. Vertical aisles can only be purchased if there are an even number of participating booths involved (i.e., there must be an even number of booths on both sides of the aisles that are participating in the grouped exhibit section). Horizontal aisles (cross aisles) may not be purchased.
2. Archways may only be placed at the beginning and ending of vertical aisles that are even across. Archways may not interfere with the set-up of non-participating exhibit booths. Archways must be contained within the 10' x 10' booth space. Archways may not be placed on aisle carpet. Contact Show Management for further details.

**E. Subletting of Space:** Exhibitor may not assign this contract, or sublet any space contracted for hereunder, or show in such space any articles other than those manufactured by the exhibitor and shall not place any name signs or courtesy cards on any equipment it loaned for demonstration purposes unless the supplier of such equipment also is an exhibitor in the Exhibition.

**F. Hand-Carry Policy:** The MCCA reserves the right to restrict all freight and package deliveries to the loading dock. MCCA Public Safety personnel will be on site to direct and assist exhibitors during move-in and move-out. For the convenience and safety of exhibitors and patrons, all freight and material handling must enter and exit the facility through the loading dock. The Exhibitor and its exhibitors will be allowed to hand carry one item, one time, in or out of the facility without having to access the loading dock. (Hand-carried freight is defined as one item that can be easily carried by an individual, without the need for dollies or other mechanized equipment.) No parking is allowed at the entrance of the

facility; and the use of passenger elevators for movement of freight is not allowed. All packages are subject to inspection by facility personnel. This policy is strictly enforced at The Westin Boston Waterfront Hotel sky-bridge as well.

**G. Material Handling:** Exhibitors are allowed to perform their own material handling, provided all of the following criteria are met:

1. Exhibit personnel performing the work must be bona fide, full-time employees ("authorized personnel") of said company.
2. Exhibitors may choose to off-load from a company-owned truck or rental vehicle, or from a car, van or truck owned by personnel of the company provided the vehicle is co-owned or rental vehicles must be less than 24 feet in length.
3. Exhibitors may use only hand-operated equipment, which they have provided; two-wheeled hand trucks and four-wheeled flat trucks are permitted as well.
4. At no time can vendors (A/V, furniture design firm, etc.) unload their items. An approved General Service Contractor (GES) or the Exclusive Rigging Service Provider (BCEC) must be hired by the Exhibitor to unload/re-load and push in all vendors.

## 5 Canvassing & Prohibited Materials

**A. Activities that Cause Aisle & Booth Blockage:**

Exhibitors must cease the activities of any kind whenever such activity blocks the aisles or in any way inhibits nearby exhibitors. If the exhibitor does not take action to stop such activities that are causing aisle or booth blockage, Show Management has the authority to stop such activity immediately. It is the sole responsibility of the exhibitors to "police" their own lines.

**B. Canvassing & Other Activities:** No person, firm or organization not having contracted with the Association for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in the Exhibit Hall, convention center or corridors or in hospitality suites. In addition, exhibitors with contracts may not distribute materials in the convention center corridors. Any infringements of this rule will result in the prompt removal of the offending persons from the Hall, and exhibitors waive any and all rights for claims against the Association arising out of the enforcement of this rule.

1. Circulars or other promotional material may be distributed only from the exhibitor's booth space.

2. The Association reserves the right to reject, cancel, remove or restrict exhibitors whom, because of noise or any other reason, shall interfere with the best interests of the Exhibition as a whole.

3. **The School Nutrition magazine (the Association magazine) is the only “official magazine and electronic publication” that exhibits on the floor, distributes materials within the convention center facility and contracted hotels.**

**C. Sale or Distribution of Merchandise:** Exhibitors may show, discuss, explain and demonstrate items or services but shall not make sales that result in exchange of merchandise or money in the Exhibit Hall. Exhibitors engaging in objectionable methods shall be subject to eviction without refund and the loss of all priority points for the current year.

**D. Prohibited Materials:** The use of characters, musicians, entertainers, loud speakers, sound systems and noise-making devices is restricted to **within the booth**. Balloons, horns, use of other mechanical devices that create objectionable noises, odors or congestion are prohibited. Show Management reserves the right to determine when such items become objectionable.

**E. Eviction:** Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, are determined by Show Management to be objectionable to the successful conduct of the Show as a whole. Use of so-called “barkers” or “pitchmen” is strictly prohibited.

**F. Behavior towards Your Competitor:** Every exhibitor must adhere to the rules and regulations set forth for the conference. If an exhibitor has a complaint to make against another organization, we ask that you refrain from confronting that organization regarding the issue. Please contact Show Management immediately, so that we can follow the proper measures needed to resolve the issue. SNA does not tolerate the destruction or vandalism of an exhibitor's booth or the disrespectful behavior towards a colleague. Professionalism is to be displayed at all times.

## 6 Arrangement & Care of Exhibits:

**A. Booth Construction and Arrangement:** The Association will provide and arrange for construction of necessary draped backgrounds of uniform style. Drapery is flameproof fabric. Unfinished or unsightly ends of exhibits must be draped by the service contractor at the expense of the exhibitor.

The Association does not allow for “end caps” or peninsulas booths.

**B. Booth Configuration & Restrictions:** All exhibits must be confined to the limits of their respective booths as indicated on the floor plan. Back wall of booth is 8 feet high; side dividers are 3 feet high. No special signs, booth construction, apparatus, equipment, lighting fixtures, etc., will be permitted to extend above 8 feet with the exception of island or perimeter spaces. Perimeter booths (booths located on the outer wall of the exhibit floor) are restricted to 10 feet in height. Island booths (exhibit exposed to aisles on all four sides) having exhibit fixture & components exceeding 12 feet in height must submit drawings for approval by Show Management and GES. Based on the facility design, new height restriction for a structure within an Island booth is 16 feet. Materials up to 8 feet in height may be placed within 5 feet from the back wall. Exhibit material must not be set up so as to interfere with the view into adjoining booths. All materials must conform to local building, electrical and fire department codes and regulations. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of the exhibit space. We ask that those companies exhibiting within island booths be mindful & courteous to your neighboring exhibitors. Please do not create a structure that will block the sight line of the aisle.

**C. Care of Exhibit Space:** Specific dates and hours for installation of exhibits will be communicated to exhibitors. If erection of any exhibit has not started by five hours prior to opening (unless prior written approval is received from Show Management) the Association shall order the exhibit to be rejected and the exhibitor billed for all charges incurred. All exhibits must be fully operational and completely installed no later than two hours prior to opening. After this time, no installation work will be permitted without special permission from Show Management. The Association follows the general guidelines for booth construction as established by IAEE (International Association for Exhibitions & Events).

**D. Two-Story Booth Guidelines:** All Double-Decker exhibits are subject to applicable state and city building codes and are subject to inspection by state/city officials and the MCCA. Maximum occupancy load for upper level(s) must be posted at the base of the stairway and enforced by the exhibitor. Smoke detectors must be installed on the first floor of the exhibit and every subsequent enclosed level. Automatic extinguishing systems are required of any exhibit that has a roof, or any other covering, that would impede the effective use of the facility's sprinkler system. A 10 lb. ABC fire extinguisher must be visible on every level of the exhibit. Any exhibit

that is deemed a hazard by the MCCA must be removed from the facility. All costs for removal are the responsibility of the Exhibitor. The City of Boston Fire Code prohibits the use of fabric attached to a ceiling or used to cover any portion of an exhibit. Please submit your plans no later than **March 30, 2014**.

**Send one copy to: SNA**

School Nutrition Association  
Industry Relations & Meetings Center  
Crystal Harper-Pierre, Exhibits Manager  
charper@schoolnutrition.org  
Fax: 301-686-3115

**E. Mandatory Floor Covering:** In order to maintain a consistent and professional appearance on the show floor, SNA require that all exhibitor booths have carpeting or an alternative floor covering. If you are not bringing your own carpeting or floor covering, please contact GES for flooring options and ordering.

## 7 Hanging Signs

All hanging sign requests must be received no later than **April 30, 2014**.

**A. Definition:** An exhibit component suspended above or displayed on an exhibit for the purpose of displaying graphics or identification.

**B. Height Restrictions:** Hanging identification signs and graphics will be permitted to a maximum height of **16 feet from the bottom of the sign to the floor**—only for island booths, but only when written approval is received from Show Management. Hanging signs are part of the overall exhibit presentation and whether suspended or attached to the exhibit fixture will be permitted to a maximum height that corresponds to the appropriate exhibit configuration.

**C. Length:** Hanging signs and graphics will be permitted to a total length not to exceed 50% of the corresponding dimension of the booth. The size and number of hanging signs must be limited in order to minimize the stress to the facility ceiling structure on the part of any one exhibitor.

**D. Structural Integrity:** *Exhibitors hanging signs must have drawings available for inspection by Show Management and the installation and dismantling contractor prior to the installation of the booth. Exhibitors are encouraged to use lightweight materials in the construction of a hanging sign to eliminate excessive stress to the facility ceiling structure. Any large or heavy structure that will be rigged from the ceiling should also be approved by the BCEC. Each exhibitor is entitled to reasonable sight lines from the aisle regardless of the size of the exhibit space.*

**E. Approval:** All hanging sign requests must be

submitted with floor plans or diagrams in writing to Show Management. All hanging sign requests must be received no later than **April 30, 2014**. Signs not approved in advance will not be hung.

## 8 Authorized Exhibitor Representatives

**A. Badges:** The exhibit is limited to individuals, business firms and manufacturers who have contracted and paid for space assignments. Each exhibitor shall furnish the Association with the names of its representatives. *For each 10 foot by 10 foot booth, each exhibitor is entitled to badges for five (5) representatives at no charge. Additional badges purchased, with advance registration, are available at \$75 each. When registering onsite at the conference, the fee for badges is \$100/each.* The exhibitor and its representatives are required to wear these identification badges throughout the Exhibition. The badges are not transferable, and the Association reserves the right to withdraw the use of the badge used to gain admission to the Exhibition by any person other than the one for whom it was issued. **The Conference Badge is for Exhibitors only!** False certification of individuals as Exhibitor representatives, misuse of Exhibitor badges, or any method or device used to assist unauthorized persons to gain admission to the conference shall be cause for expelling the violators from the exhibit hall. School Nutrition Operators cannot register as Exhibitors. If your organization is sponsoring a School Nutrition Operator, please complete the Attendee Registration form. If a School Nutrition Operator is registered with a company badge, that School Nutrition Operator attendee will not receive CEUs or tickets to special events.

**B. Replacement Badges:** *Exhibiting companies will be charged \$100/each for replacement badges to a maximum of five badges.*

**C. Admittance:** *No one under the age of sixteen (16) will be allowed in the Exhibit Hall Floor or Loading Docks. No exceptions will be made.*

**D. Personnel:** All exhibitor personnel attending the convention and Show shall be required to register. Contracted booth space includes trade show passes for booth personnel. The number of show passes varies with the size of the contracted booth space. All employees, representatives, subcontractors or agents representing the exhibitor must be fully identified by the official Show badge. During install/dismantle, subcontractors must have proper SNA sanctioned identification. Each exhibitor must provide at least one attendant within his/her exhibit space during the open hours of the Show. All attendants must be bona fide non-temporary employees of the exhibiting firm or authorized subcontractors. Live models will be admitted onto

the exhibit floor only if in costume and with activities approved of in advance by Show Management. They must be 16 years of age or older. Models must be properly and modestly clothed. False certification of individuals as exhibitor's representatives, misuse of exhibitor's badges, or any other method or device used to assist unauthorized personnel to gain admittance to the exhibit floor will be just cause for expelling the violator from the exhibition hall and banning the exhibitor from future entrance onto the exhibit floor and forfeiture of fees. All agents or representatives who are performing services at the exhibit facility directly for an exhibitor (other than the exhibitor's employees) MUST provide Show Management with a certificate of insurance within 30 days prior to the show dates.

## 9 Installation & Removal

### A. Set-up Times and Hours

Fri. July 11, 2014 7:00 a.m.-6:00 p.m.

Sat. July 12, 2014 7:00 a.m.-9:00 p.m.

Sun. July 13, 2014 7:00 a.m.-9:00 p.m.

**NOTE: All exhibits must be completed by 9:00pm Sunday, July 13, 2014.**

### B. Anticipated Exhibit Hours (subject to change):

Mon., July 14, 2014 10:00 a.m.-2:00 p.m.

Tues., July 15, 2014 9:00 a.m.-2:00 p.m.

Wed., July 16, 2014 10:15 a.m.-1:15 p.m.

**NOTE:** All exhibits must remain intact on **Wednesday, July 16, 2014** until after the official close of the exhibit hall and exit of the ANC attendees. Dismantling may begin at 1:30 p.m. **Exhibitors, who dismantle before 1:30 p.m., will forfeit priority points and will be subject to a \$500 fine.** The amount of priority points forfeited is at the discretion of Show Management.

## 10 Sound & Noise Producing Devices

**A. Sound Systems:** Each exhibitor must have the opportunity to meet and talk with buyers, unimpeded by excess noise from another exhibitor.

**B. Monitoring Decibel Levels:** SNA Show Management will utilize professional electronic monitoring equipment, which can objectively monitor sound levels at individual booths. Show Management will advise exhibitors to adjust their sound systems to be under the pre-determined decibel level. Sound levels on the exhibit floor must not exceed 80 decibels.

**C. The 80/30 Rule:** Any sound that consistently exceeds 80 decibels measured at the edge of an exhibitor's booth or is clearly identifiable more than 30 feet from the booth is considered objectionable. If sound levels become excessive or if an exhibitor

fails to reduce the sound level, or later turns the volume up, the sound will again be monitored and the exhibitor will be given a second warning. The third time an exhibitor is found to be in violation, all electrical power to that booth will be terminated for the remainder of the day. The exhibitor will also incur the expense of reconnecting the electrical service to the booth and will forfeit 15 priority points.

**D. Cooperation:** Remember that the use of sound systems or public address equipment in exhibit booths is a privilege, not a right. Each exhibitor is asked to monitor their own booth site to make sure the sound levels do not infringe upon the business activities of neighboring exhibitors.

**E. ASCAP/BMI:** It is the sole responsibility of the exhibiting company to pay all ASCAP (American Society of Composing Authors and Publishers) and/or BMI (Broadcast Music Incorporated) fees and expenses if music is played (either taped or live) in the exhibit booth or at any exhibitor-sponsored function or hospitality event.

## 11 Food Preparation and /or Beverage Sampling

**A. Sampling of Food Products:** All products prepared and/or sampled must be approved by the BCEC and Levy Restaurants Catering. All exhibitors offering a sample of food and beverage product must comply with all local, state and national regulations of transport, storage, preparation and distribution of the product to include refrigeration of any perishable products. The product must properly dispense in full compliance with all applicable federal, state and local health and sanitation regulations. You are responsible for complying with applicable Boston Health Department regulation, which include, but are not limited to:

1. Food sampling is permitted only by the manufacturing company or the distributor of the product.
2. The product is offered in single bite size portions no larger than four ounces (4oz) for food and six ounces (6oz) for beverages.
3. Proper hand washing facilities MUST be provided at each booth (sanitary towelettes are NOT acceptable). Tongs, plastic gloves or other appropriate utensils are required in the handling of food products.
4. Food temperatures must be 140° F. or above (hot), 41° F. or below (cold). Poultry products must be cooked to 165° F., beef and pork must be cooked at 155° F. and seafood and eggs must be cooked at 145 degrees F. Metal stemmed thermometers must be provided at each booth to monitor product temperature.

5. Adequate refrigeration must be available for proper food storage.
6. **Samples must be protected from contamination by sneeze guards, domes, or covers.**
7. At least a five (5) gallon container of water with approved sanitizing such as 1.5 teaspoon of bleach for each 1 gallons of cool water MUST be available to clean and sanitize utensils or pans that may have been dropped or need cleaning.
8. No smoking or eating is permitted in any booth preparing or serving food.
9. A fire extinguisher must be provided in any area using canned heat, gas or fire.
10. Adequate extension cords must be available and stored to prevent electrical shock or a tripping hazard.
11. All food must be stored off the floor.
12. All parties affiliated with our show are prohibited from possessing, storing, or bringing onto the property materials that constitute hazardous materials.

#### **B. Cooking and Food Preparation:**

1. **Sampling Authorization Form (SAF) FORM:** Any exhibitors cooking and preparing food in their booth must complete the **SAF FORM** in the Exhibitor Service Kit.
2. Any food that is fully or partially baked, grilled, fried, heated or otherwise prepared in the booth for attendee sampling must be listed on the SAF FORM, located in the Exhibitor Service Kit. Temperature sensitive foods such as dairy products, fish, or any other product that requires a regulated temperature should also be listed on the SAF FORM.

#### **C. Heated and Cooking Oil or Grease Operations:**

1. Exhibitors using heated oil or grease for cooking or any other purpose must have a type "K" fire extinguisher present during the demonstration. An example of this extinguisher is a potassium bicarbonate extinguisher. Also acceptable is a sodium bicarbonate extinguisher. Disposal shall follow storm water and EPA guidelines.
2. All booths having cooking demonstrations that use liquid propane gas equipment must have a 2A-10BC fire extinguisher and have Fire Marshal approval.
3. Liquefied petroleum gas (LPG) shall not be used inside buildings, tents or in other areas.
4. All appliances and equipment fired by natural gas shall be approved by the Plumbing Inspector and/or Fire Marshal before being used.
5. Each exhibitor shall provide an approved non-combustible container with approved cover for daily accumulation of waste material.

6. Exhibitors may use butane for cooking purposes with prior approval of the MCCA Public Safety Department. Quantity inside the BCEC is limited to two (2) 1-pound UL approved canisters per cooking device; one canister in use and attached to the cooking device and one spare canister. Due to safety concerns of exhibitors, exhibitors may only use butane canisters purchased directly through Levy Restaurants. You are required to have a 20 lb ABC fire extinguisher for your display when using butane.

**D. Dishwashing Facilities:** Two exhibitor clean-up areas will be available during show days and set-up time. **RESTROOMS AND JANITORIAL CLOSETS ARE NOT FOR THIS USE.**

**E. Water/Waste Disposal/Ware Washing:** No oils, combustibles, or any liquids other than water may be poured in the BCEC drainage or sewer systems. No tools, machines, cookware, or any other items may be emptied, washed, or rinsed in BCEC restrooms. Fountains, aquariums cookware, pools, etc., may not be filled.

## **12 Labor and Services**

**A. Auxiliary Services:** Decorating, drapery, furniture rental, drayage, sign painting and labor will be handled by the official service contractor.

1. The exhibitor shall provide only the material and equipment that is owned and is to be used in the exhibit space. All other items used in the booth are to be provided through arrangements with the official service contractor. Payment for services provided to the exhibitor by the contractor is the responsibility of the exhibitor. All services not ordered in advance must be procured through the Exhibitors' Service Area, which will be maintained in the Exhibit Hall.
2. Forms for ordering auxiliary services (Exhibitors' Service Kit) will be supplied to you 90 days prior to show time from the official service contractor.

**B. Special Services:** Exhibitors requiring exceptional or unusual services should submit their orders well in advance to ensure availability of such services. All labor requirements can be acquired from the official service contractor.

#### **C. Union Requirements:**

1. Exhibitors may hand carry, in or out, their own equipment so long as they use a designated entrance and said equipment is delivered to the booth solely by the exhibitor with a minimum amount of trips and without the use of carts or dollies.
2. Exhibitors may set up and dismantle "pop-up"

exhibits in their booth with a minimum amount of tools if the display can be completed in thirty (30) minutes or less.

3. Exhibitors may plug in certain products in their booth to pre-designated outlets as long as they do not exceed 110 volts.

## 13 Storage and Shipping

**A. Storage Behind Booths:** Because of fire regulations, NO STORAGE will be allowed behind booths. If any exhibitor has special problems in this area, please advise the official service contractor during set-up.

**B. Frozen Food and Refrigeration Storage:** Information on this topic is in the Exhibitors' Service Kit. This kit will be mailed to exhibitors approximately 90 days prior to show time from the official service contractor.

**C. Shipping Instructions:** Delivery receipts, waybills and bills of lading are to show weight, number of pieces and classification. Shipments to the warehouse should be timed to arrive no later than seven (7) days prior to the opening of the conference. BCEC does not accept freight shipments for exhibitors. Questions regarding shipping should be directed to the official service contractor.

## 14 Miscellaneous

**A. Exhibitor Housing:** Housing information and other necessary forms will be sent from SNA once a signed contract is received and exhibit space has been paid in full.

**B. Social Functions:** Hospitality suites, meeting rooms and offsite activities (tours) must receive prior written approval by Meetings Department to obtain a release from the hotel and the convention center.

**The Association does not restrict social functions in hotel suites with the exception that functions may not compete against any official ANC event or program and that these social functions end prior to midnight. NOTE: RESERVATIONS FOR SUITES IN ANY PARTICIPATING HOTEL MUST BE APPROVED BY THE SNA MEETINGS DEPARTMENT.** A request form for meeting rooms and hospitality suites will be included in Exhibitor Service Kit. Sunday, Monday and Tuesday evenings (July 13, 14 & 15, 2014, respectively), are the "free" nights: (subject to change) on which no SNA functions are planned for attendees.

**C. Security:** Twenty-four-hour security will be provided by the Association throughout the entire Exhibit, including set-up and teardown days at the entrances to the Exhibit Hall and Freight Doors. Any theft is to be reported to Show Management immediately and a theft report must be completed. Security also will be available in the aisles during clean-up each day. Exhibitors must provide

adequate insurance in their own insurance policies for theft. Individual booth security is available at an additional fee to exhibitors and is recommended by Show Management, as show security will be circulating the hall. Although general overall security service will be provided by the Association for the exhibition period, the Association and the security service will not be responsible for the loss of any material by or for any cause.

**D. Signs:** A two-line standard sign (7" x 44") is provided complimentary to exhibitors, including booth number and company name. Additional signs may be ordered through the Exhibitors' Service Kit.

**E. Official General Service Contractor:** GES—Global Experience Specialists is the official general service contractor for THE SNA Show and is in charge of show production.

### GES - Global Experience Specialists, Inc.

7050 Lindell Road  
Las Vegas, NV 89118-4702  
Phone: (800) 475-2098  
Fax: (866) 329-1437  
Internat'l: (702) 263-1520  
Website: [www.ges.com](http://www.ges.com)

**F. Exhibitor Service Kit:** The official general service contractor will distribute to each Exhibitor, approximately ninety (90) days prior to the show opening, an information and service manual that provides Exhibitors with complete shipping instructions, production information, and other forms for all services needed during installation, show days and dismantle. If you have any questions in advance, please call GES at the aforementioned phone number. The Exhibitor must be in "good standing" with the Association in order to receive the Exhibitor Service Kit.

## 15 Liability:

It is agreed that the exhibitor shall make no claim of any kind against the Association, operator of the Boston Convention & Exhibition Center, City of Boston, its agents or employees, or against any of the Association's agents or employees for any loss, damage, theft or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall; nor for any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit, or for any action of the Association or its participants, agents or employees in relation to the exhibit or exhibitor, and the exhibitor shall be solely responsible to its own agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages and expenses arising

out of or relating to the custody, possession, operation, maintenance or control of the leased space or exhibit.

## 16 Exhibitor Insurance

### Exhibitors must carry:

**A. Comprehensive General Liability:** Insurance with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury or death and property damage, including coverage's for personal injury, contractual, and operation of mobile equipment, products and liquor and liability (if applicable).

**B. Worker' Compensation:** Insurance as required by Massachusetts State law;

1. **Employers Liability Insurance**—with limits not less than \$1,000,000 for each occurrence. Workers compensation insurance coverage is required when there are paid Exhibitor employees on site working the event. However, coverage can be waived in certain circumstance when applicable, such as the following:
  - ▶ Other than Show Management, no paid staff
    - ▶ Sub-contractors or temporary agencies staffing utilized.
    - ▶ Volunteers used for event work
    - ▶ Associations, clubs, religious, charitable organizations without employees
  - ▶ Your organization is State Exempt from coverage, i.e., independent contractor/sole proprietorship; non-profit organization; volunteer associations etc.; organization with no employees.

2. **Automobile Liability Insurance**—with limits not less than \$1,000,000 each occurrence combined single limit for bodily injury and property damage, including coverage's for owned, non-owned and hired vehicles, including loading and unloading operators. The coverage protects City of Boston, MA, our municipal partners, as well as our clients from the risk and liability exposures inherent to vendors, exhibitors and sub-contractors driving upon our docks and exhibit hall floors during set-up and taken down operations. Comprehensive General Liability, Workers' Compensation and Automobile Liability Insurance policies required shall name as additional insured's: the City of Boston, MA its Officers, Agents & Employees.

(a) Each insurance policy required above shall include the following required provisions within the body of the insurance contract or by endorsement to the policy:

(i) The term of this insurance is for the

duration of this contract which includes the period from the right of access to set up through the period allowed for removal of property.

- (ii) Companies issuing the insurance policies shall have no recourse against City of Boston, MA, its Officers, Agents & Employees for payment of any premiums or assessments for any deductibles, which all are at the sole responsibility and risk of Lessee.
- (iii) The term "City of Boston, MA, its Officers, Agents & Employees" shall include all authorities, boards, bureaus, commissions, divisions, departments, and offices of City and the individual members, employees and agents thereof in their official capacities, or while acting on behalf of the City of Boston, MA, its Officers, Agents & Employees.
- (iv) The policy clause "Other Insurance" shall not apply to any insurance coverage currently held by City of Boston, MA, its Officers, Agents & Employees, to any such future coverage, or to City's self-insured retention of whatever nature.
- (v) City of City of Boston, MA, its Officers, Agents & Employees reserves the right to review the insurance requirements during the effective period of the contract and to adjust insurance coverage's and limits when deemed necessary and prudent by the City's Risk Management Division of the Human Resources Department.

**C. Certificates of Insurance:** Copies of additional insured endorsements and primary coverage endorsements and, if requested, complete copies of policies, satisfactory to City of Boston, MA shall be furnished to City of Boston, MA later than sixty (60) days before the first move-in day of the Event. Certified copies of the Certificate of Insurance or policies shall provide that they may not be canceled without thirty (30) days advance written notice to City of Boston, MA. **A copy of the Certificate of Insurance must be sent to SNA Show Management at least ninety (90) days prior to the show and must be on file with Show Management before an exhibitor may take possession of the assigned booth space.** All sub-contractors must carry the

same insurance coverage as all exhibitors. SNA must receive proof of this insurance prior to the exhibit hall set-up. It is strongly recommended that exhibitors also carry insurance to cover loss of or damage to their exhibits or other personal property while such property is located at or is in transit to or from the Exhibition site. While the Exhibition provides security guards, this is solely as an accommodation to exhibitors, and the Association, BCEC and the City of Boston, MA, its Officers, Agents & Employees assumes no responsibility for any loss, damage or injury to any property of the exhibitor or to any of its officers, agents, employees or contractors, whether attributable to accident, fire, theft or any other cause whatsoever.

## **17 Indemnification By Exhibitor**

Neither the Association, the management of the Association, nor the operators of the BCEC premises, City of Boston, its Officers, Agents & Employees, its agents or employees shall be held liable for injuries to any persons or for damage to property owned or controlled by the exhibitor, which claims for damages or injuries may be incident to, arise from or be in any way connected with the exhibitor's occupation of display space, or on account of the neglect by exhibitor of any rule, regulation or instruction of the Association; or any rule, regulation or instruction of the premises; or on account of violation of any law, ordinance or governmental regulation of any kind. The exhibitor shall indemnify and hold the Association, the management of the Association and the operators of the premise

harmless against all such claims. To the fullest extent permitted by law, the exhibitor is responsible for all damage to the exhibit hall, and for any and all claims and demands on account of any injury or damage to property occurring in or upon the exhibitor's booth space or occurring in whole or in part due to or arising from the acts of the exhibitor, its employees, agents, Exhibitors or contractors. The exhibitor expressly agrees to save and hold harmless the Association, its management, agents and employees from any and all claims, liabilities and losses for injuries to persons (including death) or damage to property arising in connection with exhibitor's use of the exhibit space.

## **18 Conference Postponement and/or Cancellation**

The Association, in its discretion, shall have the right to postpone or cancel the conference and exhibit and shall be liable in no way to the exhibitor for losses resulting from such delay or cancellation. The Association will not be liable for the fulfillment of this contract as to the delivery of exhibit space if no-delivery is due to any of the following causes: by reason of the facility being damaged or destroyed by fire, act of God, public enemy, war or insurrections, strikes, the authority of the law, postponement or cancellation of the Show, or for any cause beyond its control. In the event of its not being able to hold an exhibit for any of the above-named reasons, the Association, in its sole discretion, shall determine the amount of exhibit fees to be refunded, if any, less legitimate expenses incurred, and the exhibitor hereby waives any further claim against the Association, its directors, officers, agents or employees for losses or damages that may arise in consequence of such inability to occupy the assigned space.